



Building a Future for Technological Innovation

August 17th, 2010

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White House Office of Science & Technology Policy

Report Documentation Page

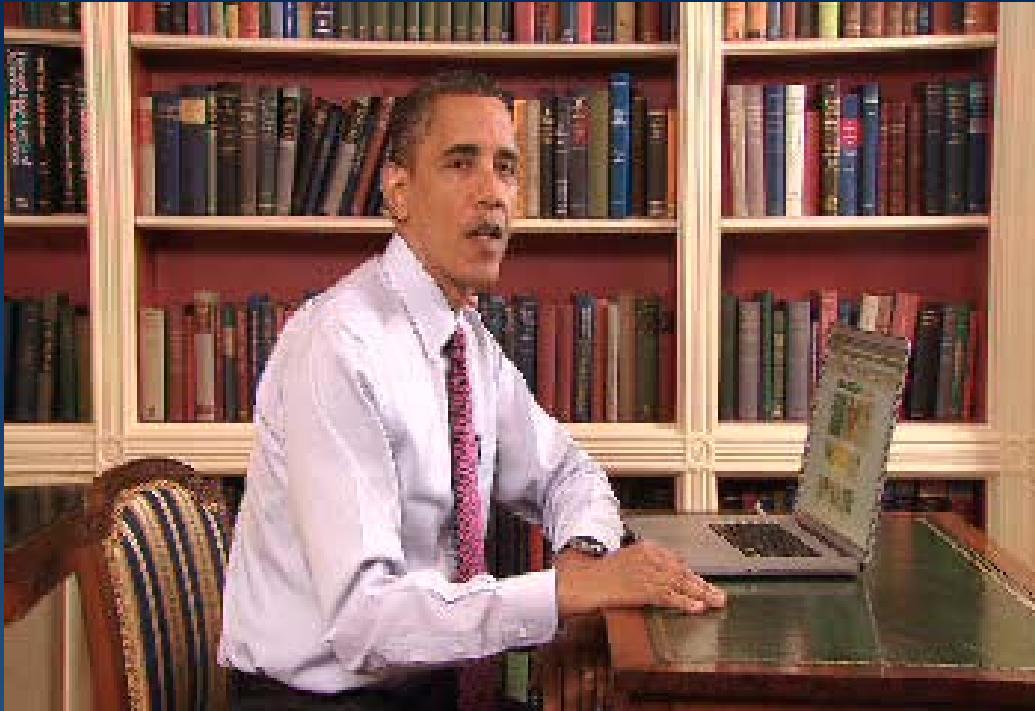
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A Presidential Commitment to Technology

Healthcare.gov a Model for Simplifying Access to Information



Health care is getting better. So is HealthCare.gov. Help us improve by adding your comments where you see

HealthCare.gov
Take health care into your own hands

Find Insurance Options Learn About Prevention

Find Insurance Options See which public, private and community

7 Options for You Enter Your Info > Your Options

Based on the info you provided, [Change Options](#)

1. Coverage for Young Adults Under Age 26

2. Special Enrollment in Spouse's Job-based Health Plan

3. COBRA Coverage

4. Health Insurance Plans for Individuals & Families

Individual Health Anthem Health

(Click here for 5 quick tips to help you decide)

Not sure how to decide? [Read 5 important tips for picking plans](#)

Plan Services Covered & Excluded Provider Network Drug Coverage More Information Price Estimates

Virginia Advantage	View Plan Benefits	Correct Link Not Provided	No Link Provided	1-800-304-0372	Price estimates available Oct. 2010 (TODO: details link)
Individual Basic BlueCare	View Plan	Correct Link Not Provided	No Link	1-800-304-0372	Price estimates available Oct. 2010 (TODO: details link)

Simple interface to access relevant insurance information; pricing data available in version 2.0 launching in October

“My Administration is committed to creating an unprecedented level of openness in Government...and establish a system of transparency, public participation, and collaboration.”



—President Barack Obama, Jan 21st, 2009

A Focus on Strengthening Global Competitiveness

Harnessing Technology, Data, Innovation for Growth, Empowerment

Innovation Trend			E-Government			Higher Education		
Rank	Country	Change Score (1999–2009)	Rank	Country	Percent Change (2005–2008)	Rank	Country	Percent Change (1999–2005)
1	China	19.5	1	China	21%	1	Poland	117%
2	Singapore	19.0	2	Spain	20%	2	S. Korea	46%
3	Lithuania	14.9	3	France	16%	3	Ireland	41%
4	Estonia		4	Russia		4	Australia	31%
5	Denmark		5	EU-10		5	UK	30%
6	Luxembourg		6	S. Korea		6	EU-25	27%
7	Slovenia	16.7	7	Japan		7	France	26%
40	U.S.	2.7	22	U.S.	-7%	15	U.S.	3%

**2010 UN Index
rankings jumped
from fourth (in
2008) to second**

**American
Graduation
Initiative calls for
return to #1 by 2020**



President's Strategy for American Innovation

Tech Role in Innovation for Sustainable Growth and Quality Jobs

Open Government Initiative focused on empowering everyday Americans

Catalyze Breakthroughs for National Priorities

- Unleash a clean energy revolution
- Support advanced vehicle technology
- Drive breakthroughs in health IT
- Address scientific “grand challenges”

Smart Grid and Health IT Apps innovation efforts underway

Promote Competitive Markets that Spur Productive Entrepreneurship

- Promote American exports
- Support open capital markets that allocate resources to the most promising ideas
- Encourage high-growth and innovation-based entrepreneurship
- Improve public sector innovation and support community innovation

Cloud Computing and Mobility as platforms for growth

Invest in the Building Blocks of American Innovation

- Restore American leadership in fundamental research
- Educate the next generation with 21st century knowledge and skills; create a world-class workforce
- Build a leading physical infrastructure
- Develop an advanced information technology ecosystem



“From Compliance to Innovation”

Delivering Platforms for Educational Innovation Every 90 Days

Open Innovation Portal
Join our online community and help bring innovation to Education!

Contribute your ideas
Collaborate on solutions
Find partners and resources

[Register Now!](#)

DATA.ED.GOV

Investing in Innovation

James H.

HOME

DATA TOOLS

DATA SETS

FAQ

In February
that by 202

educated a

we need in

for. Since

(i3) fund, we

approaches

successful

[data.ed.gov](#) > [i3 Applications Received](#) >

Thank you for your interest in the Investing in Innovation (i3) Program

[About i3 Grants](#)

You can use the tools below to look at general information about the applications, and you can also find specific applications that you would like to explore in more detail

The data is sourced from supplemental forms as reported by applicants. The data from these forms may not be a full or accurate representation of the information provided in the formal application.

Total (Counts)*

Absolute priority

Apply

Term	Count
AP1	354
AP2	274
AP3	592
AP4	394

*Sums of application counts may differ due to incomplete applications

Term	Count
AP1: Effective Teachers and Principals	354
AP2: Use of Data	274
AP3: High Standards and High-Quality Assessments	592
AP4: Persistently Low-Performing Schools	394

Visit 49 highest-rated finalists;
consider, by September 8th, to offer help on match

Share of Total*

Absolute priority

Apply

“To meet the President’s goals -- to reach the finish line -- we need transformational change. The islands of excellence that now exist in school districts have to become the norm...In a word, America’s schools need innovation.”



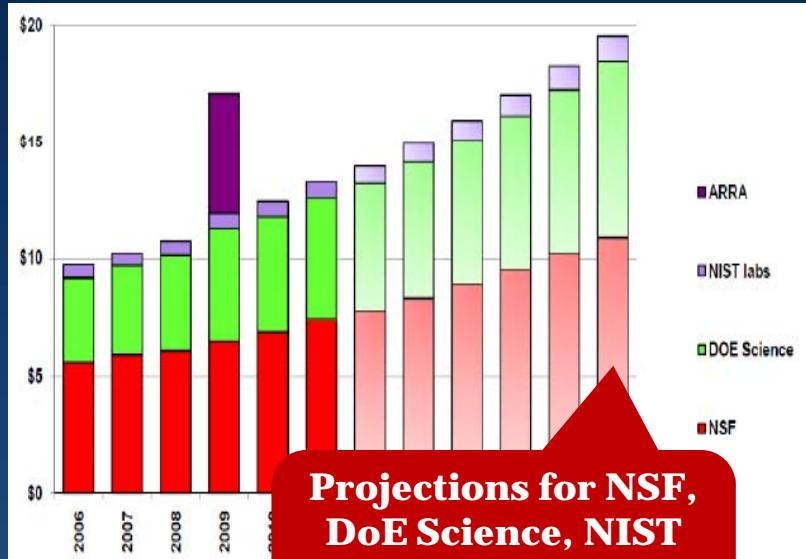
Source: <http://www.discoveryeducation.com/readyZone-h1n1/educators-keep-learning.cfm>; <https://innovation.ed.gov/>; <http://data.ed.gov>; <http://www.whitehouse.gov/issues/education/educate-innovate>

Investments in R&D Spur Jobs of the Future

PITAC Inaugural Meeting on Innovations in the “Golden Triangle”

“Doubling” R&D Commitment

PITAC Public Hearing



“...support R&D in advanced manufacturing to strengthen U.S. leadership in the areas of robotics, cyber-physical systems, and flexible manufacturing.”



—OMB-OSTP FY 12 Budget Memo, 7/21/10

Unleashing a Mobile Broadband Revolution

Presidential Commitment to (Nearly) Double Available Spectrum

Spectrum Initiative in Brief

- #1: Identify and plan for the release of 500 MHz of spectrum
- #2: Provide new tools and new incentives to free up spectrum
- #3: Redeploy the spectrum to high-value uses
- #4: Use the auction proceeds to promote public safety and job-creating infrastructure investment

Commerce Dept report due by 10/10 on timetable for freeing up spectrum for exclusive or shared use; CTO focus on advanced sharing technologies

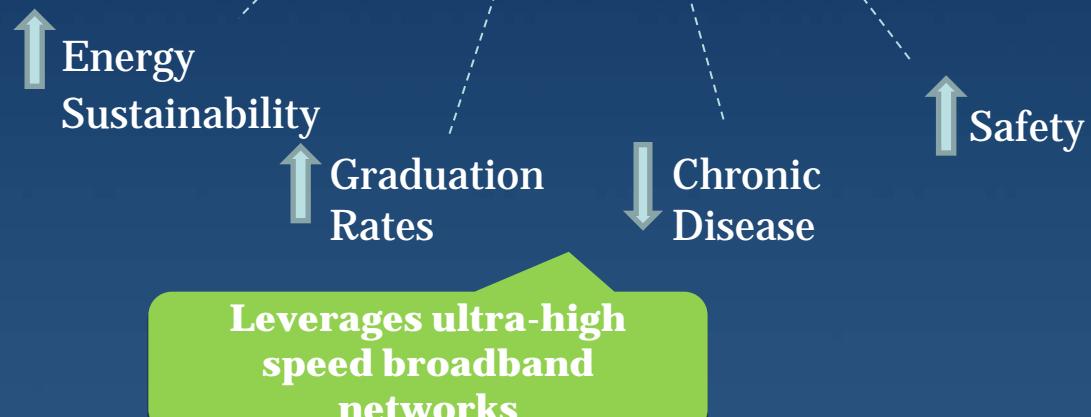
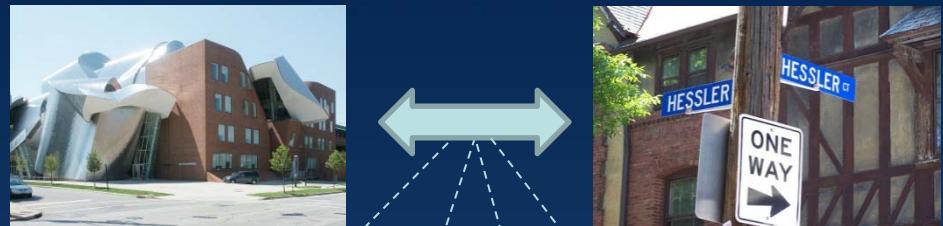


“Beta Block” R&D Initiative to Connect Neighbors

Internally Funded Effort to Deliver 1 Gbs to Poorest Homes

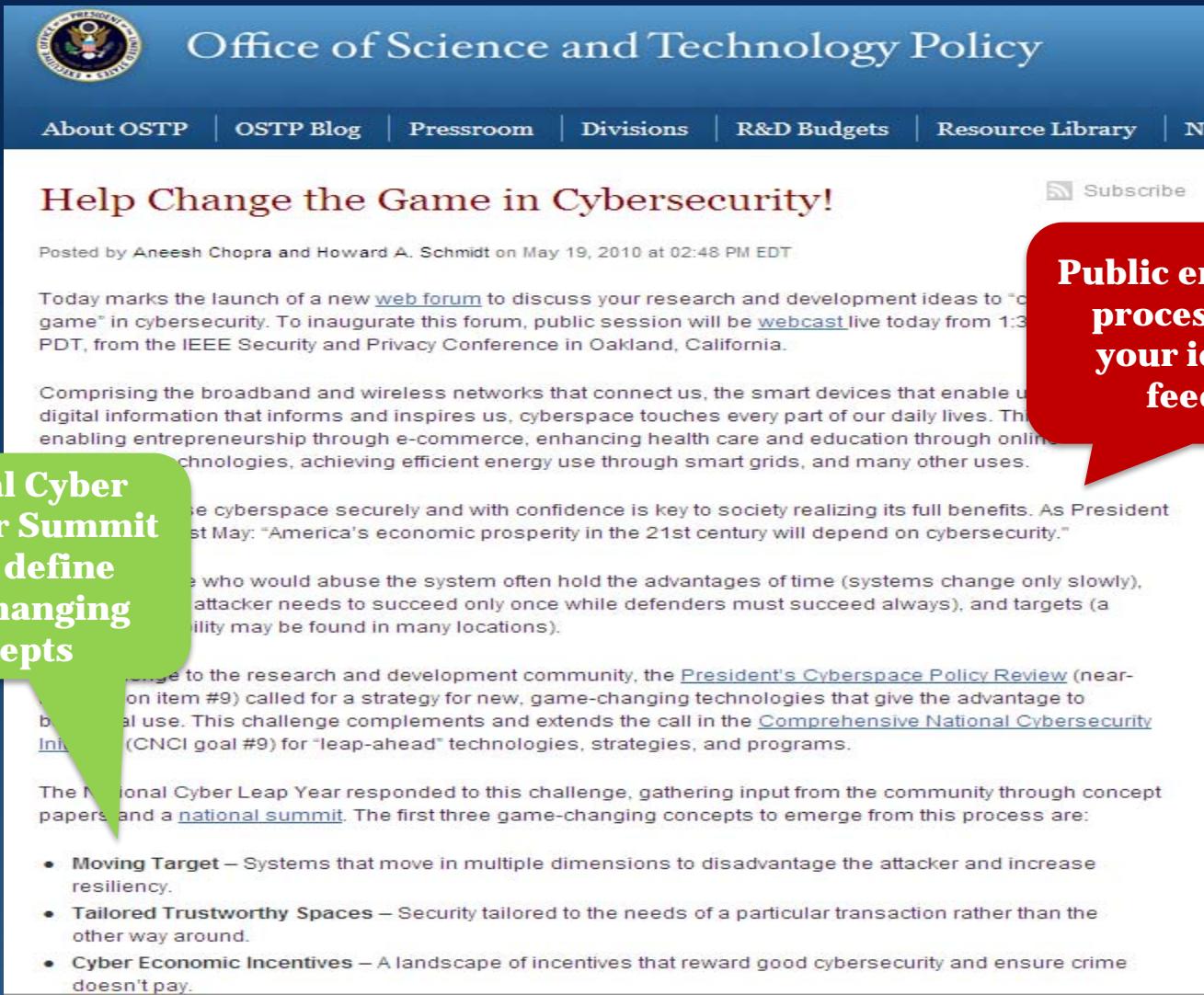
Case Western Project in Brief

- Launched in November 2009
- Case Western Reserve University collaborative includes 40+ partners, 100+ household gigabit network
- R&D effort, with private sector stakeholder support, to spur innovation in poor communities “next door”
- Program metrics and goals set to measure changes related to:
 - Neighborhood Safety
 - Health and Wellness
 - STEM Education
 - Energy Sustainability



In Pursuit of “Game Changers” in Cybersecurity

Public Input Key to Moving “Leap-Ahead” Technologies Forward



Office of Science and Technology Policy

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Help Change the Game in Cybersecurity!

Posted by Aneesh Chopra and Howard A. Schmidt on May 19, 2010 at 02:48 PM EDT

Today marks the launch of a new [web forum](#) to discuss your research and development ideas to “change the game” in cybersecurity. To inaugurate this forum, public session will be [webcast](#) live today from 1:30 PDT, from the IEEE Security and Privacy Conference in Oakland, California.

Comprising the broadband and wireless networks that connect us, the smart devices that enable us to access digital information that informs and inspires us, cyberspace touches every part of our daily lives. This interconnectedness is enabling entrepreneurship through e-commerce, enhancing health care and education through online technologies, achieving efficient energy use through smart grids, and many other uses.

Use cyberspace securely and with confidence is key to society realizing its full benefits. As President Obama said last May: “America’s economic prosperity in the 21st century will depend on cybersecurity.”

Those who would abuse the system often hold the advantages of time (systems change only slowly), resources (an attacker needs to succeed only once while defenders must succeed always), and targets (a single vulnerability may be found in many locations).

As a response to the research and development community, the [President’s Cyberspace Policy Review](#) (near the end of item #9) called for a strategy for new, game-changing technologies that give the advantage to the defender in use. This challenge complements and extends the call in the [Comprehensive National Cybersecurity Initiative](#) (CNCI) goal #9 for “leap-ahead” technologies, strategies, and programs.

The National Cyber Leap Year responded to this challenge, gathering input from the community through concept papers and a [national summit](#). The first three game-changing concepts to emerge from this process are:

- **Moving Target** – Systems that move in multiple dimensions to disadvantage the attacker and increase resiliency.
- **Tailored Trustworthy Spaces** – Security tailored to the needs of a particular transaction rather than the general case.
- **Cyber Economic Incentives** – A landscape of incentives that reward good cybersecurity and ensure crime doesn’t pay.

National Cyber Leap Year Summit helped define game-changing concepts

Public engagement process invited your ideas and feedback

From R&D to Public Sector Innovation

Cloud + Mobility an Opportunity for Economic Growth, Efficiency



\$15+M in NSF research awards supporting cloud partnerships with Google, Microsoft, Yahoo, IBM, HP, Intel

Innovations: Dramatically lower storage costs; bandwidth; and processing power enable game-changing apps

The screenshot shows the **Apps.Gov** website, a service provided by GSA. The top navigation bar includes links for **Welcome**, **Register**, **Log In**, **0 Items In Cart \$0.00**, **Contact Us**, **Cloud FAQs**, and **Vendor FAQs**.

The main content area features a **HOME** section with a globe icon and a "Coming soon to Apps.gov" message. It also includes a **SEARCH FOR** bar and a **What is Cloud Computing?** section with a video thumbnail.

Below this, a **What type of solution do you need?** section is shown, divided into three main categories:

- Business Apps:** Describes complex software for business operations. It includes a link to **GSA Cloud Business Apps has a solution!** and a diagram of various business management processes.
- Cloud IT Services:** Describes solutions for cost reduction and project management. It includes a link to **GSA Cloud IT Services has the answer!** and an image of server racks.

Anatomy of an Open Government Ecosystem

HHS Launches Community Health Data Initiative (CHDI)

The image shows a composite of two screenshots. On the left, the HHS.gov/Open website is displayed, featuring a blue header with the text 'FRIDAY, MAY 28, 2010' and 'HHS.gov/Open'. Below the header, there's a banner with the text 'EXPLORE. ENGAGE. ENLIGHTEN.' and four buttons labeled 'Data Sets', 'Tools', 'Our Plan', and 'Discuss'. A 'Spotlight on' section for 'CDC Emergency Text Messages' is also visible. On the right, a Bing search results page for 'new york presbyterian hospital' is shown. The search bar contains the query. Below it, there are tabs for 'All', 'Local Listings', and 'Wikipedia'. The main search results include a link to 'New York-Presbyterian Hospital' with a 'Top NYC Doctors' badge and an 'OFFICIAL' label. Other results include 'New York-Presbyterian Hospital Address', 'New York-Presbyterian Hospital Jobs', 'New York-Presbyterian Hospital Cornell', 'New York-Presbyterian Hospital InfoNet', 'New York-Presbyterian Hospital Employment', 'Columbia-Presbyterian Hospital New York', 'Doctors New York-Presbyterian Hospital', and 'Mercy Medical Center NY'. Below the search results, there's a 'PATIENT RATINGS' section with a rating of 'over 8 (out of 10)' and a 'NEARBY FACILITIES' section listing 'Memorial Sloan-Kettering Cancer Center', 'Rockefeller University Hospital', 'Hospital For Special Surgery', and 'Manhattan Eye, Ear And Throat Hospital'.

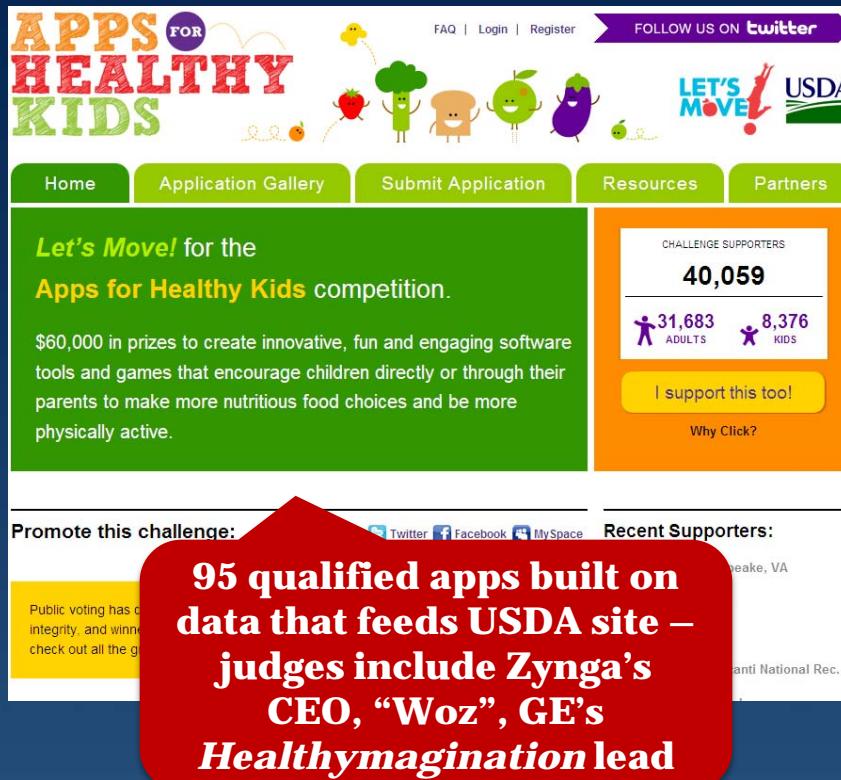
HHS launches CHDI June 2nd - demonstrating 20+ apps recently built or improved by innovators across the country using data HHS has made public (with much more to come)

Innovation: Microsoft announces Bing Health Maps and the incorporation of “Hospital Compare” data in search results



Helping Our Children Make Healthier Choices

Prizes Policy Spurs USDA to Reward Apps Developers



The screenshot shows the homepage of the Apps for Healthy Kids website. At the top, there are links for 'FAQ', 'Login', and 'Register', and a 'FOLLOW US ON twitter' button. The 'LET'S MOVE!' USDA logo is prominently displayed. The main content area features a green box with text about the competition and a yellow box showing 'CHALLENGE SUPPORTERS' at 40,059, with 31,683 adults and 8,376 kids. Below this are buttons for 'I support this too!' and 'Why Click?'. A red callout box in the bottom right corner states: '95 qualified apps built on data that feeds USDA site – judges include Zynga's CEO, "Woz", GE's Healthymagination lead'.



“The Apps for Healthy Kids competition challenges... the most creative, talented, and kid-savvy innovators across the country to build games that inspire and empower kids to get active and eat healthy.” —First Lady Michelle Obama, March 11th, 2010



“All Hands” - Health 2.0 Developer Challenge



Featured Challenges



Accelerating Wireless Health Adoption

Challenger: West Wireless Health Institute

Create an application that will integrate sensor-derived data with social networks to construct a personalized wireless health ecosystem.

A growing number of “challenges” leading up to **Health IT Innovation Week – October 3-10th, 2010**

MARKLE

WWHI catalyzes innovation - \$10K for a personalized wireless health ecosystem; sponsors “Innovation Day” – highlighting Veterans Healthcare (VAi2) – 10/12/10

Blue Button Challenge

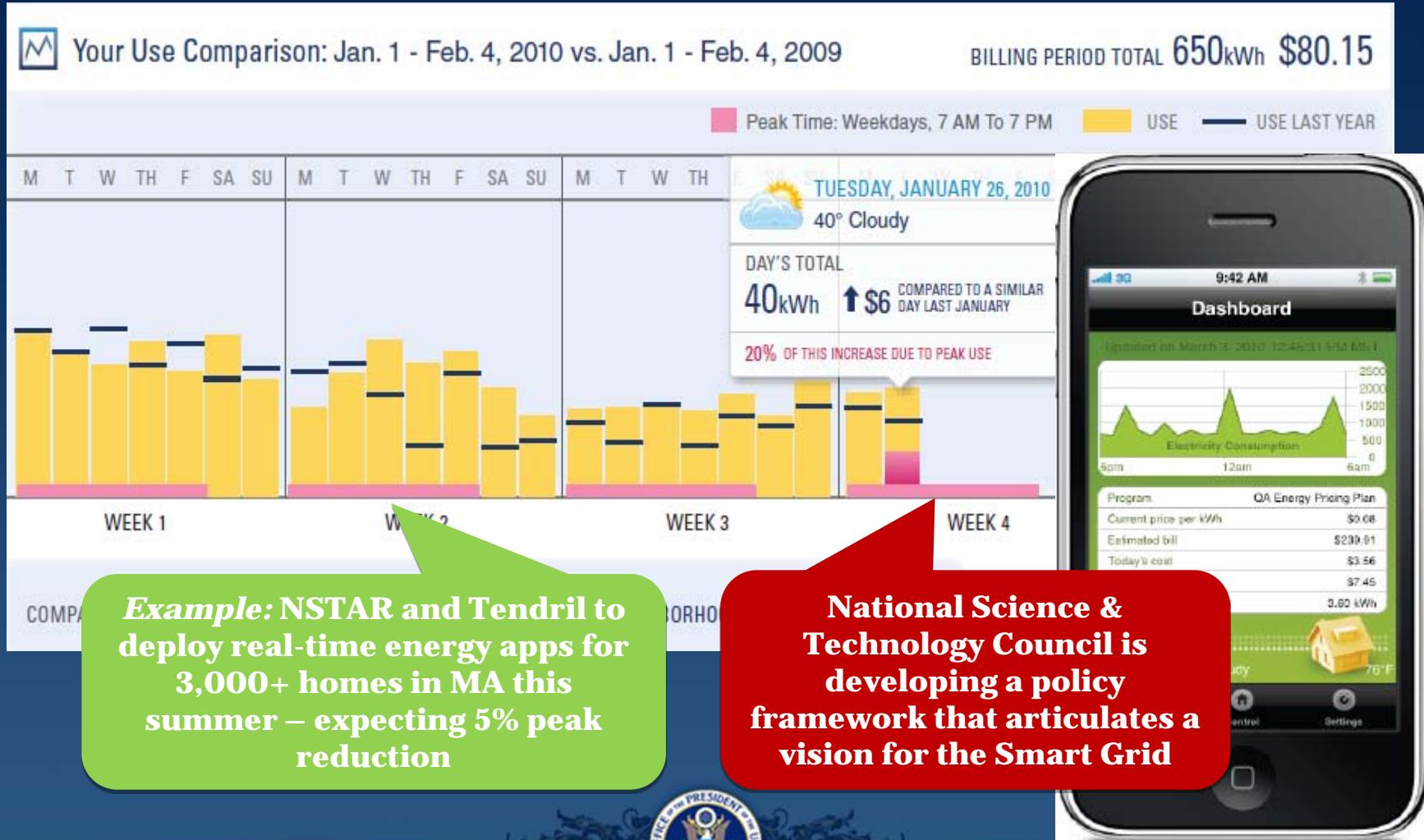
Challenger: Markle Foundation and RWJF

Develop a web-based tool that uses sample data from CMS or VA to help patients stay healthy and manage their care.



The Smart Grid Opportunity

Recovery Act Leveraged to Support 100 Projects Valued at \$10+BN



A Commitment to Drive Innovation in Health IT

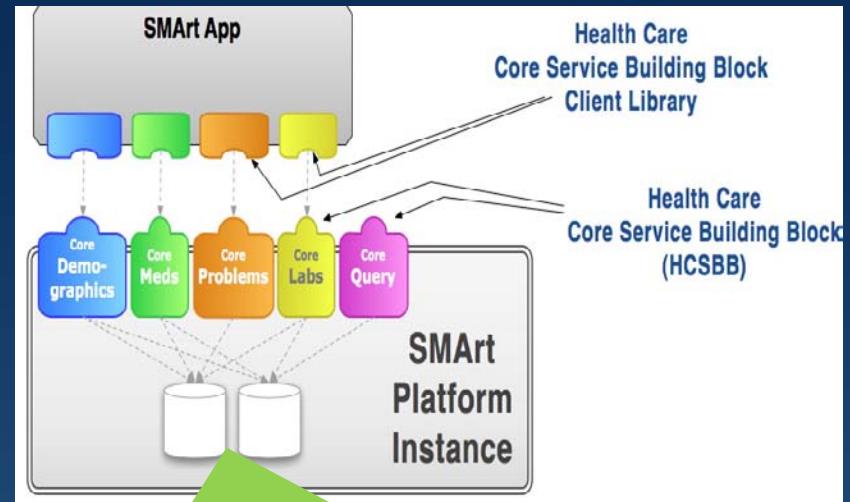
Open Collaborations to Catalyze Breakthroughs in Apps, Exchange

NHIN Direct Project in Brief



“A set of policies, standards and services that enable the Internet to be used for secure and meaningful exchange of health information to improve health and health care” – Tech Specs by June, Implementations by October, 2010

SHARP Grantee - SMArt Apps



Harvard researchers focused on health platforms (like Indivo) to support substitutable apps – prototypes by 2011; aligned with “modular” certification for “meaningful use”



Putting it Altogether: Entrepreneurs are Welcome

Bob, Dave, Andrew Embody Spirit of (Near) Frictionless Participation



APPS FOR INNOVATION DEVELOPER CONTEST

The contest asked developers to build apps that demonstrate one of two categories: how innovation and entrepreneurship are impacting the U.S. economy or apps that help consumers advance policy goals that support innovation. The contest was open to apps for any type of device or any Web platform.



GOVPULSE WINNER INNOVATION MOVEMENT NETWORK 3rd PLACE ONLINE TOWNHALLS

**Team (in spare time)
wins competition
(Jan, '10) by building
more accessible
Federal Register after
posted on data.gov**



FEDERAL REGISTER
THE DAILY JOURNAL OF THE UNITED STATES GOVERNMENT
Monday, June 28th

Current Issue 100 Notices 9 Proposed Rules 12 Rules 1 Significance

WORLD

Comments Requested

Critical Habitat for the Polar Bear

We, the U.S. Fish and Wildlife Service, announce the reopening of the public comment period on the proposed designation of critical habitat for the polar bear (*Ursus maritimus*) under the Endangered Species Act of 1973.

Procedure

3 Small Business Size Standards: Waiver of the Normandair Rule

4 Safety Zone: Fireworks Display, Patuxent River, Charles County, MD

5 New England Fishery Management Council: Meeting

**Inspires AOTUS
(March, '10) to
designate team as lead
designers for
modernized “daily
newspaper of the
federal government”**

